

Upstart Company

150-47 A 12th Road, Whitestone NY. 11357 (718-767-7500) {Fax 718-767-9858}

September 04, 2008

ELECTRONIC FILING VIA ECFS

Marlene H. Dortch, Secretary

Federal Communications Commission

445-12th Street, Room A-325

Washington, D.C. 20554

Attn: Public Safety and Homeland Security Bureau

Re: Initial Commercial Mobile Alert system Election Letter

Dear Ms. Dortch:

Upstart Company, FRN 4884060, hereby submits its initial election letter attesting that it intends not to participate in the Commercial Alert System and transmit ("CMAS")

Respectfully submitted,

Martin Amoscato
President
Upstart Company

